

ONCE

Production Questionnaire

Video, photography and mixed production / Client form

Start with what you know and mark uncertain items “To discuss” . Edit the grey fields directly; replace ☐ with ☒ to select an option. You do not need to specify every technical detail now.

A Client and project details

Project details	Your response
Company / brand	
Project name / product category	
Contact / role	
Preferred contact method	Provide a phone number, email address or WeChat ID.
Target launch / budget	Date: Budget (optional):

B Objectives and content

Goal: ☐ Awareness ☐ Product introduction ☐ Enquiries / sales ☐ Trade / launch ☐ Other

Content: ☐ Brand film ☐ Product video ☐ Social video ☐ Photos ☐ Asset pack ☐ Advise me

Who is this for and what should they do next?

Your response
Audience / use case: The one message to communicate:

The top 1–3 messages

Your response
List in priority order. Link to product information or supporting evidence where available.

C Production approach and resources

Approach: ☐ Live action ☐ Animation / 3D ☐ AI-generated ☐ Mixed ☐ Post only ☐ Advise me

People: ☐ None ☐ Models / actors ☐ Staff / users ☐ Presenter / expert ☐ To discuss

Resource	What is available / who should provide it
Products / SKUs / colours	
Sample arrival / return needs	
People / locations / props	
Brand guidelines / photos / videos	
Filming or location restrictions	

D Planned distribution

List the intended placements. We can discuss version specifications together. Channel names do not state the platforms' current technical requirements.

Channel / placement	Purpose	Duration / ratio / language
	Organic / paid / offline	

Launch priorities and versions

Your response
First release: Other versions:

E References and creative direction

Reference link / filename	What to draw from / what to avoid

Style, mood and required elements

Your response
Style / mood: Must include / avoid:

F Deliverables and specifications

Deliverable	Quantity / duration	Ratio / language / notes
Main film		
Cutdowns / ratio versions		
Photos / covers / asset pack		
Subtitles / source files if needed		

Specs (optional): Resolution ____ Frame rate ____ Format ____ Audio / subtitles ____

List project files, raw footage and language versions separately. The final agreed scope determines what will be delivered.

G Assets and review process

Item	Your response
Product facts and supporting evidence	Product information, test materials or verifiable links:
Assets and permissions	Asset provider, territories, media channels and usage term:
Details requiring verification	Industry claims, demonstration conditions, likeness rights or third-party assets:
Feedback coordinator / final approver	
Planned review stages	Creative / script, storyboard / art direction, rough cut, final film. Add or remove as needed:

H Further details and confirmation

Other requirements, attachments and open questions

Your response		
Completed by	Date	Next discussion points

This form supports initial discussions. Pricing, revision rounds, schedule, deliverables and usage rights are governed by the formal documents agreed by both parties.